

Business Model Canvas

1. Define each element of business model canvas

Who are our most important customers?

What Key Resources do our Value Propositions require?

How are we integrating them with customer routines?

What Key Activities do our Value Propositions require?

Which ones have we established?

Which Key Activities are most expensive?

How are they currently paying?

Which customer needs are we satisfying?

Who are our Key Suppliers?

2. Define each component in 'Cost structure' and 'Revenue stream'